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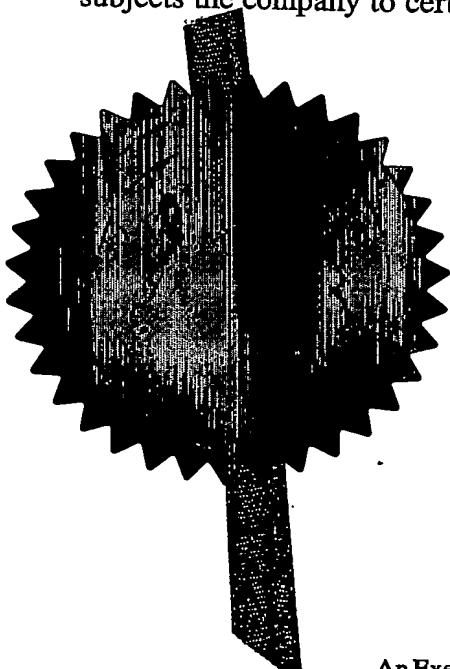
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Description

4 PAGES

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Claim(s)

Abstract

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John Shattock
*for and on behalf of MILLION 21 LTD**07770 780706***Warning**

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1. Document History

Issue	Date	Author	Comments
1.0	17/06/2003	Michael Sale	Document created.

2. Background

"How Low will it go" is an SMS application developed by Million-2-1. The application is an SMS auction with a difference as the bidder bids for a Lot by selecting a number (within a defined range) which the bidder thinks will be the lowest unique bid. This bid represents the bidders bid in Pounds sterling.

During the auction bidders are kept notified by text message about their bid, whether it is unique, whether it stops being unique e.t.c. Only one bid per person for each auction is permitted. Each auction will be live for a period not exceeding 24 hours. At the end of the auction the winner will be contacted (by Million-2-1) to arrange payment for the Lot.

3. SMS Game-Play

1. The player will start the game by texting BID XXX to 81234. The XXX represents the players bid for a particular lot eg BID 34 represents a bid of 34 pounds for a particular item.
2. The bidder will then receive one of the following responses:
 - a. *Congratulations, you are currently the lowest unique bidder at £XXXX for the Lot*
 - b. *Sorry £XXXX is not a unique bid, with XXXX other bids at this price.*
 - c. *Well done you have a unique bid but £XXXX is not currently the lowest unique bid*
3. If a bid, which was a unique bid no longer becomes unique due to another bidder selecting this bid the system will send automatically send a text message notifying the first bidder
 - a. *Bad luck there has been another bid at the same price and £XXXX is no longer unique*
4. If a bid which was the lowest unique bid no longer becomes the lowest unique bid the system will send a text message notifying the bidder.
 - a. *You no longer hold the lowest unique bid although your bid remains unique*

When the auction closes, in the event where all realistic bids have been taken (i.e every number in the defined range has been bid) and there is no unique bid then the successful bidder is determined by:

1. Selecting the lowest unique bid with the fewest bidders and of those bidders the first person to make that bid will win the Lot.

4. Back-Office Administration.

The following back-office tools will be required:

Partner

The Partner will create live program content based on the stats for the auction, they will therefore require a password protected (HTTPS) area on the main Million-2-1 site that will allow them to access some basic game stats to help with this content.

1. Home screen showing list of previous auctions and current live auction – the list will include a status, start and finish times and lot.
2. By clicking on an auction, a page will show basic stats for the particular auction.
 - a. For a closed Auction the page will show summary information regarding the Lot, the total number of players and winner details plus further details on the number of bids received at each of the price points and total number of bids received each hour whilst the auction was live.
 - b. For a Live Auction the page will show summary information regarding the lot, the total number of players plus further details on the number of bids received at each of the price point ranges (to be specified), number of unique numbers left in each price point range (not the actual numbers) and the total number of bids received each hour.

Million-2-1 Administration

For each auction the following parameters will require to be specified.

1. Start and End Time
2. Auction Lot description.
3. Price Start range
4. Price End range
5. Auction Status - Open / Closed
6. Number of Bids allowed per player.
7. Parameter defined messages that are to be sent for each possible event as detailed in the game-play section plus messages for bids outside the specified range.
8. When an Auction is moved to the "Closed" status a winner will be identified using the criteria specified above and this will detail the players bid. There should be fields that will allow winner details to be entered

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when they are found out. There should also be a method to override the default winner information needs to be changed.

Reports:

For each auction

1. Bid and the number of players that have placed a bid at that price. By clicking on this you will then be able to list the actual mobile numbers of the bidders.
2. The lowest unique bid.
3. The total number of players
4. The number of bids per hour over the live period for the auction.

Other Functionality

1. Ability to send out a broadcast message to all previous players at a specified time advertising the start of the next auction and the lot.